

THE MIRROR JOURNAL

VOL. 4, NO. 21

MIRROR, ALTA., MARCH 26, 1915

5 CENTS PER COPY



The Mirror Hardware Co.

In the hands of the EVELY SALES COMPANY, of Calgary and Vancouver. The entire stock to be closed out in 13 Days regardless of Profit or Loss. Sale Starts

**SATURDAY,
MARCH 27TH**

We must and will clear the stock of

**Hardware, Bedding Stoves, Dishes, Guns, Granit Ware, Paints,
Oils, Nails, Etc.**

And will cut and Slash Prices to the Limit in order to close it out in that time.

READ READ READ

Granit Wear
Half Price

Fancy China
At Cost

Lanterns
\$1.00 Sale 75c
\$2.00 Sale \$1.40

Guns
Repeating Shot Guns
Regular \$32.50 SALE \$28
Hammerless Guns
Reg. \$28.50 SALE \$20.50
Double Barrell
Reg. \$20.00 SALE \$14.50
Single Barrell
Reg. \$12.50 SALE \$7.00

Bed Springs
Regular \$8.50 SALE \$4.15

Bed Cots
Regular \$3.75 SALE \$2.00

Competition Completely Smothered

Our Competitors are Completely Non-plussed. Think we are Crazy selling such a staple line as Hardware—that never depreciates in value—at such ridiculous prices.

Everybody on the Run to The Mirror Hardware. Rush! Rush!! All Yours Now.

Horse Clipping Machine
Regular \$14.50 SALE \$9.50

Sad Irons
Reg. \$2.75 SALE \$1.95

Oil
High Grade Cylinder
Reg. \$1.00 SALE 65c Gal.

Machine Oil
Reg. \$1.00 SALE 65c Gal.
Reg. 75c " 45c "

Bull Dog Fanning Mill
Regular \$10.00 SALE \$25.00

BIRD CAGES
Regular \$1.75 SALE \$1.00

Mattresses

Regular \$6.50 SALE \$4.50
" 7.50 " 5.50

Bedsteads

Regular \$9.50 SALE \$6.75
" 7.75 " 5.00

Roofing Paint

Regular \$1.25 SALE 70c Gal.

Other Paint

\$1.50 Gal. up

Ranges

Regular \$85.00 SALE \$60.00
" 50.00 " 36.50

Heaters

Regular \$14.50 SALE \$9.85
" 4.50 " 2.50

Cream Separators

Regulars \$125.00 SALE \$85.00
" 85.00 " 55.00

Nails

Reg. \$5.00 SALE \$3.50 100 lb.

Finishing Nails

Reg. \$6.00 SALE \$4.35 100 lbs.

Necessity knows no Law, Nothing to be left but the Bare Walls in 13 Days

Pails

Regular \$2.25 SALE \$1.35
" 1.25 " .90
" .75 " .50
" .30 " .20

Tools

We have about all the tradesmen here, but we have the requisite implements of art and labor here yet. Soon, too soon, will these be gone.

Every Remaining Article Must Be Sold

There is no mystery about it. The Mirror Hardware Co. quits—down and out. We admit the prices read like a fake, really ridiculous. If you want to get any sort of an idea of what is really going on, the only way is to come and SEE.

Good People

This is your Golden Opportunity to buy **HARDWARE, STOVES, RANGES,** Etc. at **PRICES** never before heard of in Alberta.

The Evelyn Sales Co.

Adjusters

Closing Out the \$10,000 Stock of

The MIRROR HARDWARE
Company

Wash Tubs

Regular \$2.00 SALE \$1.45

Washing Machines

Regular \$12.50 SALE 7.50
" 8.50 " 4.95

Down Down

Goes the **PRICES.** Regular Prices Swept Away A Hardware Sale Without a Parallel.



LOCAL NEWS FOR THE WEEK

R. E. Coleman's pool hall has been in the hands of the carpenters this week.

Mr. and Mrs. Hugh Stevenson return home from Calgary on Wednesday.

J. E. McLaren returned from his trip east last Thursday, and brought a carload of cattle back with him.

L. O'Neil and family left on Monday for Trochu, where Mr. O'Neil has a homestead where they will reside.

J. W. Nichols shipped his household goods to Daysland on Friday last where he intends to homestead.

If you buy out of town, and we buy out of town, and all our neighbors buy out of town, what in thunder will become of the town. Ever think of it?

J. M. Crook had pansies in full bloom in his garden on March 10th. This goes to show that Alberta climate is alright and it can't be best.

Every newspaper publisher in Canada will heartily agree that no line of business has been harder hit by war conditions than newspaper publishing.

It's a long lane that has no turning—I have just room for two more motor cars to over-allow. Also engines of every description repaired or rebuilt—Johnson, Carroll Avenue, Mirror.

TENNIS

A meeting was held at the Council Chamber on Monday, March 23rd, to reorganize the Tennis Club for the season of 1915. Dr. Meyers was voted to be the chair. Last season's officers resigned, and the following were elected:

Moved by Good-Meyers, that Rev. M. W. Holdom be Honorary President.

Moved by Good-Carmichael, that G. W. Meyers be Vice-President.

Moved by Carmichael-Williamson, that W. J. Good be Vice-President.

Moved by Good-Carmichael, that H. C. Williamson be Sec. Treas.

Moved by Meyers-Williamson, that the following be a committee: Dr. G. W. Meyer, W. J. Good, R. L. Pretty, W. MacKirdy, P. M. Carmichael, McCormack and H. C. Williamson.

President and Sec. Treas. are authorized to sign all cheques and papers in connection with the club.

It was resolved to start work on last year's court immediately. No alterations were made in the club rules framed for last year. The fees are as follows: Ladies, \$1.00; Gentlemen, \$2.00.

All those wishing to join this year will please communicate with the Secy.-Treas. immediately.

Listings Wanted

I can now arrange exchanges of farms in the Mirror district with revenue producing properties, in the city of Vancouver or also for small fruit farms outside Vancouver.

W. MacKIRDY
MIRROR ALBERTA

Mr. and Mrs. Jas. Wright left on Friday for Bashaw where they will visit with friends for a short while.

Wayne Dultman is at present on the sick list with a grip, which has kept him confined to the house for several days this week.

Floyd Morkley and Billy Whitford were home on furlough for several days this week. The boys are in training at Red Deer.

One fly swatted at this time of the year, when the first warm days of the early thaws bring the insects out of their winter slumbers, means 12,000,000,000 less flies later in the year.

An exchange says: "A merchant in a neighboring town states that his advertising thus far this year cost him 54 cents for every \$100 worth of goods sold. He used half a page of his local newspaper each week for his business announcement and says that as long as people read newspapers he will continue to advertise. There's a man possessed of a good head. Just as soon as merchants begin to look upon advertising as a branch of their business which requires much care as any part of it, then will advertising pay. Honest, force, originality and persistence in advertising makes it a paying investment."

Mail Order Houses Aggressive

(Continued from page 4)
stores all over the country because they are making a strong bid for it.

It does not appear that love of the home community has a great deal to do with the place of purchase of many people. They go to the place where they get the strongest invitation—whether this be the home store or the mail order house at a distance, and it is just as well every merchant in Canada realized this.

Nineteen fifteen is bound to be a big business year for merchants in farming communities where crops have been good, because the farmers have the money. While it is a long way to harvest time, the heavy snowfall of the winter and the fact that there will be 25% more land in crop this year than last, make the biggest yield in Canadian history practically a certainty. It is up to each individual merchant to go aggressively after his share of the increase in trade—and if he gets it, the mail order houses will not have the same story to tell a year hence.

Methodist Church Services
Junior League Wednesday, at 4:15 p.m.; Choir Practice Saturdays evening at 8 o'clock; Sabbath School at 11 o'clock, preaching service at 7:30.

"Christian Citizenship" service every evening of the week but Saturday at 8 o'clock.

Cal. W. A. Stewart
All kinds of sales cried in any part of Alberta. For terms and dates call at The Journal office.

THE CANADIAN BANK OF COMMERCE

SIR EDMUND WALKER, C.V.O., L.L.D., D.C.L., President
ALEXANDER LAIRD, General Manager; JOHN AIRD, Asst. General Manager
V. C. BROWN, Superintendent of Central Western Branches

CAPITAL, \$15,000,000 RESERVE FUND, \$13,500,000

SAVINGS BANK ACCOUNTS

Interest at the current rate is allowed on all deposits of \$1 and upwards. Careful attention is given to every account. Small accounts are welcomed. Accounts may be opened and operated by mail. Accounts may be opened in the names of two or more persons, withdrawals to be made by any one of them or by the survivor. W21

T. S. LITTLE, Manager

Mirror Branch

Mens Hats

No Old Stock

Our New Stock is now ready for your inspection. We think that we can please you, our styles are right up to the minute and prices are reasonable, ranging from

\$1.75 to \$5.00

Boy's Hats and Caps

We have made special provision for Boys this year and can fit them all.

Caps from 25c to 50c
Felt Hats from 65c to \$1.25

EASTER NOVELTIES

Frys well known Chocolate Easter Eggs, 5c and 10c.

Panrucker & Holland

Mirror and Alix

FORMALIN SEEDS

Black Leg Vaccine

DON'T send away for goods you can buy them cheaper here

FORMALIN - 1 lb. - 25c
FORMALIN - 5 lbs. - \$1.00
FORMALIN - 10 lbs. - 1.75

Guaranteed full strength—Eaton's Price—I save you the freight.

Parke Davis & Co., Blackleg Vaccine, Eaton's price \$1.50 for 10 doses—My price \$1.00 for 10 doses—Guaranteed exactly the same article.

McKenzie and Foy's seeds for 1915 now in.

Edison Photograph 10 to 15 per cent cheaper than from Babcock's, Wg.

CHAS. SUGGETT, P. C., A. C., Phm. B.

If You Are Not Saving PIANO VOTES

Help one of your friends who is

Ask for Piano Votes for FOR EVERY CENT of Your Purchase

WE WANT YOU TO HAVE THEM.

DUITMAN & JOHNSON

New Canadian Loan of \$25,000,000

London, March 24.—1.15 p.m.
—Another Canadian loan of 5,000,000 pounds (\$25,000,000) at 4 1/2 per cent. has been announced. The issue price is 99 and the obligations are redeemable in five and ten years.

Tax Rate Decreasing.

That prohibition reduces the tax rate is shown by the situation in Rockford, Illinois, which has been dry for several years. Last year the tax rate was lower than that of any other city in the state of the same size, except Jacksonville, also a dry city. This year it is still lower—despite the fact that Rockford spent more in public improvements in 1914 than in any previous year. When taxable property increases as it does under prohibition regime, the tax rate naturally decreases.

Mirror Stock Market

MAR. 28th, 1915
We will pay the following prices weighed at railway stock yards, Mirror, by Beamish & Co. Subject to change without notice.
Classification on Hogs.
Choice Hogs, 85.75 to 86.00
Light Hogs, 100 to 150 lbs. dook 1 to 2
Light Thin Hogs 160 lbs. and down.
Smooth Sows, 225 to 300 lbs.
Duck 1-2 to 1c
Titty & Heavy Sows..... 2c
Piggy Sows..... 3c
Stags..... 3c to 4c
Crippled Hogs..... 2c to 3c
Boars and light thin hogs No value.

CATTLE
Extra choice—fees 1200 lbs. 5.75 to 6.50
" " 1000 lbs. 4.75 to 5.25
" " Heifers 1000 lbs. 5.00 to 5.75
" " 800 lbs. 3.50 to 4.50
" " Cows 1000 lbs. 5.00 to 5.50
" " 800 lbs. 2.50 to 3.50
Ores..... 2.25 to 4.50
Bulls and Stags..... 2.25 to 3.50

CALVES
Choice Calves, 150, 200 lbs. 6.50 to 7.00
" " 250, 300 lbs. 4.00 to 5.00

SHEEP
Choice Killing Sheep..... 4.00 to 6.25

LAMBS
" " Lambs..... 4.50 to 6.50
Eggs note there will be a shortage of 2c and up on all crippled hogs received.
All Hogs and Cattle bought will be subject to a shortage of half of one percent in case Government condemnation.

POULTRY
Live..... Dressed.....
No. 1 No. 2 No. 1 No. 2
Turkeys 14c 11c 11c 13c
Geese 10c 7c 11c 8c
Chickens 8c 6c 10c 7c
Fowl 6c 6c 10c 7c

St. Monica's Church
Sunday, Mar. 7th, Holy Communion 11 a.m.
Sunday, March 7th, Mission service 7:30 p.m.

Evening song and address at 2:30 on the other Sundays in the month.

Sunday School 2 p.m.
M. W. Holdom.

THE JOURNAL \$1.00

CLASSIFIED ADVERTISEMENTS
No ad inserted under this heading at \$1.00 for three insertions, not to exceed one inch.

BAY MARE FOR SALE
A good sound Bay Mare, weight 1100 lbs., 7 years old. Apply
THE MIRROR JOURNAL.
24-17.

FOR SALE
Lots 15 and 16, Block 88. Cash offers wanted.
H. McDERMOTT,
179, Gordon Ave., Edmonton.
24-17.

FOR SALE OR RENT
A good home for Sale or Rent. For further particulars, apply
THE MIRROR JOURNAL.
24-17.

PIANO CONTEST RECORD

The following is the standing of contestants in the piano contest:

Contest	Number of Votes
130	5041208
131	203089
132	1620089
133	1030776
134	1030853
135	257078
136	708045
137	1320145
138	1010100
139	203085
140	203085
141	203085
142	203085
143	203085
144	203085
145	203085
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199	203085
200	203085

Dr. G. W. Meyer

M. D., C. M.
PHYSICIAN AND SURGEON
Office at home, opposite English Church.

A. J. FRANK, A. A. I.

Auctioneer and Agent for Farm Land, etc., etc., etc., conducted in any part of the Province.
Money to loan on Farm property.

BASHAW ALBERTA



Route Cards

Bring in your order early. Our prices are reasonable. We always have a supply of service checks on hand.

OUR MOTTO:
Good Workmanship and Promptness.

The Journal Job Department

Agents Wanted

To sell for Canada's Greatest Nursery in every good district in Alberta.

We offer a splendid list of hardy varieties that have been tested by the Western Experimental Stations.

Hybrid Crab Apples, Compass Cherries, Chickasaw Plums, Small Fruits, Seed Potatoes, Seedlings for windbreaks and shelter belts.

Highest commissions paid. Handsome free-out. Exclusive territory. Write for Terms.

STONE & WELLINGTON
Rustall Nurseries
TORONTO ONTARIO



Money makes Money
Your money will work while you sleep if loaned at good interest, and you can find safe and satisfactory borrowers by placing a money-in-loan ad. in our Classified Want columns. A first mortgage is as safe as a bank and the interest is twice as big.

The Mirror Journal

Published every Friday at Mirror, Alberta.

Subscription Rates

To all points in Canada, \$1.00 to the U. S., \$1.50 per Year.

Advertising Rates

Legal and Municipal Advertising, 12 cents per line for first insertion; 10 cents per line for subsequent insertions.

Lost, Strayed or Found Notices, 50 cents for one insertion. Three insertions for \$1.00.

Professional Advertisements \$1.00 per month.

Reading Notices in Local columns, 10 cents per line for first insertion; 5 cents per line for subsequent insertions.

Display Advertising Rates given on application.

All Contract Advertising Accounts payable at the end of each month.

We do not necessarily assume in or accept responsibility for all views expressed by correspondents or contributors. Letters may be signed by a bona fide person, provided they are accompanied by a bona fide signature.

J. H. SALTON, Publisher

MIRROR, ALTA., MAR. 20, 1915

SPRING WORK

Very soon spring will again be here with its work and its many problems. Much of our success is 1915 when it is greatly desired and necessary to produce a good crop—will depend upon the work done during March (if possible), April and May, to conserve the moisture of last fall and this winter in the fall-plowing, the summer-fallow and the new breaking of 1914, and also in such land as is spring plowed this year.

For this important purpose use the drag harrow which is not only the cheapest field tillage implement we have, but also is the one with which the most land can be cultivated in a day.

First thing in the spring, harrow ahead of the drill every acre of land you are going to sow. This will help it to warm up, will conserve moisture, enable you to get on to it sooner with the drill and do better work. Then harrow after the drill on every field you sow. Regard harrowing after the drill and after the plow as part of the operations of ploughing and drilling.

Evaporation of moisture starts immediately after land, even dry land, is ploughed. Evaporation can only be checked by soil mulch—a loose layer of dry soil on the surface of the land. Harrowing is the quickest and cheapest way of getting such a condition. Therefore, harrow spring-ploughed land and every other field you plough, immediately after the plough, or at the same operation, no matter when the ploughing is done. This ap-

plies to nearly all ploughing except soil land. Use a packer on spring ploughing if you have one, but if you haven't got one make still more use of the harrow.

When you think a field has been sufficiently harrowed, go over it once or twice more. The extra strokes are the easiest way to make sure of extra yields.

After the grain is up with straight upright blades, on some field in good till, experiment on two or three acres by giving it a length-wise stroke of the ordinary harrow (light or lever preferred) to eradicate weeds and renew the soil mules. Then watch the study results.

Put the seed down into the moisture and not merely on it.

Mail Order Houses Aggressive

Montgomery & Ward, a mammoth mail order concern in Chicago, did a business last year of \$41,042,486. That was an increase of no less than \$1,316,774 over the preceding year. The net profits were \$2,010,003.

A few weeks ago there lay on a table in Toronto two carloads of catalogues from a large mail order house in that city, ready to go out to thousands of homes in Ontario.

While figures are not available, it is known that the T. Eaton Co. did a much bigger mail order business last year than in any previous year.

Here are statistics that should cause every retail merchant in Canada to go after business in 1915 more strenuously than ever. These big mail order concerns are getting trade from in front of retail

(Continued on page 5)

Lighting of Mirror ELECTRIC VS. OIL

In view of the increasing interest taken in the electric light a gentleman of great experience is engaged in making the fullest investigations into the relative merits of Electricity and oil as illuminants. The installation of electricity as a light is very imperfectly understood, but should a trial be made a success, then the question of Electric Lighting of the whole town will immediately arise, to enable property owners, Tradesmen and General Public to have a fair opinion. The gentleman will be in a position, from observation and enquiry, at the principal electric works in Canada and the cities and towns where the electric light is used, to produce in the simplest manner possible, all the information regarding the pro and con of Electricity and oil that can be obtained; thus the powers and people will have an opportunity of forming a correct judgment of electricity vs. oil. Realizing the importance of "throwing light" on any subject, the gentleman advises all people to use that penetrating searchlight, close foresight and they will discover that Plumbing, Trenching, Bricklaying and general engineering is done in Mirror by Bill Johnson on Carroll Avenue. W. G. Merkley's old stand. You cannot miss the sign. Every close of repairs done. Estimates given.

Here Is The Reason WHY EVERYBODY IS DOING IT NOW! DOING WHAT? TRADING AT LYONS

Because Lyons Merchandise is all Guaranteed
Because Lyons Prices are the Cheapest
Because Lyons made Victory on the High Prices
Because Lyons is here to Stay and assure you the best of everything at the Cheapest Prices
This is the Reason Why Everybody is Trading at
LYONS

Support the Man who is putting Money in your Pocket every Day.
Remember Lyons when you Eat, Dress, or out.
Lyons can Suit you all, Big or Small
Yours For Business

LYONS, LIMITED

Successor to MIRROR CASH STORE

CHAS. LYONS, Manager

Piano Contest

The Mirror Journal will give the follow number of Votes on the Piano Contest at Duitman & Johnson store, as follows:—

25,000	Votes for a New Subscription
15,000	" for a Renewal Subscription
5	" for ever cent on Job Printing
5	" for every cent on Advertising

Cut out this Coupon, and present it at Duitman & Johnson's store and they will exchange it for 100 Votes on the Piano Contest.

THE MIRROR JOURNAL